ART IN YOUR LIFE

A regular Museum Television Program created and produced by

THE SAN FRANCISCO MUSEUM OF ART
Dr. Grace L. McCann Morley, Director

PROGRAM NO. 12

"WHERE DOES MODERN ART BELONG IN YOUR LIFE?"

Station KRON-TV, San Francisco
Sunday, December 30, 1951
1:30-2:00 p.m. PST

Cast

Robert Anshen.....Host

Ernest Mundt.....Guest

Allen Schoener.....Museum Staff

Jean Leslie.....Guest

Phil Smith.....Guest

This program was prepared in collaboration by the following people:

Allen Schoener, Roger Wurtz, Eric Boden, Robert Anshen, Denver Sutton, George Oliver, and Dave Fulmer.

Properties:

Diego Rivera, "Flower Vendor"..... S.F.M.A. Permanent Collection
Pablo Picasso, "La Cruche Fleurie".... S.F.M.A. Permanent Collection
Moholy Nagy, "A IX"..... S.F.M.A. Permanent Collection

Copyright 1951
San Francisco Museum of Art

VIDEO	AUDIO
OPENING:	TIME
Card: ART IN YOUR LIFE	MUSIC: RSLP-36-A-1, Up for 5 seconds and under KRON ANNOUNCER: ART IN YOUR LIFE is a public service program, broadcast every other Sunday at this time, and presented by:
Card: THE SAN FRANCISCO MUSEUM OF ART	THE SAN FRANCISCO MUSEUM OF ART as a report on art activity today and a search for better understanding of the elements of beauty and good taste, as they apply to your daily life. Today's program is devoted to:
Card: WHERE DOES ART BELONG IN YOUR LIFE?	A discussion of WHERE DOES ART BELONG IN YOUR LIFE? MUSIC: RSLP-36-A-1, up for 5 seconds and under KRON ANNOUNCER: And now, your host, Mr. Robert Anshen, distinguished Bay Area architect, of the firm of Anshen and Allen.
OPENING AND INTRODUCTIONS	TIME:
Camera on Anshen sitting in chair, hold for 3 seconds and dolly in to Med. CU of Anshen's head and shoulders, and hold while he addresses camera.	ANSHEN: Since we are approaching the end of the year, we felt that this might be the time to clean up much of the old business that has accumulated since we

VIDEO	AUDIO
	started these programs last April. During this time, we have received many questions from you in the mail, and we have decided to devote this program to answering these inquires. All of these questions had one point in common, everyone wanted to know where art belongs in his life? Does it belong at home, in museums, public buildings or just where? To answer these questions, we have invited four guests to be on our program today. Two of them represent the opinions of you the audiences. But let me introduce them to you:
Cut to Med. CU of Mundt and hold including name card on table.	Our first expert is Mr. Ernest Mundt:
	Introduces Mundt and asks him a brief question.
	MUNDT:
	Answers question briefly .....
	.....
	.....
	ANSHEN:
Camera on Anshen	Now, our second expert for today is Mr. Allon Schoener.
	Introduces him briefly, and asks a question
Cut to Med CU of Schoener, including name card on table.	SCHOENER:
	Answers question briefly .....

VIDEO	AUDIO
Dolly in to tight CU of Schoener as he talks	.....
	.....
	ANSHEN:
	Now, our next guest is not an expert, but someone who does not know a great deal about art, and has many questions that she would like to have answered.
Cut to Med CU of Jean including name card on table.	Introduces Jean
	JEAN:
Dolly in to tight CU of Jean as she talks	Speaks briefly .....
	.....
	.....
Camera on Anshen	ANSHEN:
	And now our fourth guest is someone else who has questions about art that he wants to have answered. He is Phil Smith.
Cut to Med CU of Phil including name card on table.	Introduces Phil.
	PHIL:
Dolly in to tight CU of Phil as he talks	Speaks briefly.....
	.....
	.....

VIDEO	AUDIO
FIRST QUESTION	TIME:
	ANSHEN:
Med. CU of Anshen	Now that you have met our panel, I will explain what we are going to do. I am going to act as the questioner and moderator. I have a group of questions here, (Holds up sheet of questions) that we are going to have our panel discuss. I will read the question, and we will let our experts answer it first. Then, after they have finished, we will let Jean and Phil ask any more questions that they may have in their minds.
	Here is our first question. A friend of mine who knew that Ernest Mundt was going to be on this panel wanted me to ask him this question.
	FIRST QUESTION: Do you believe that a work of art can be made part and parcel of a house, just as say the plumbing?
Camera on Mundt	MUNDT:
	Answers the question .....
	.....
Camera on Anshen	ANSHEN:
	Comments on what Mundt is saying
	Now, Allon is there anything that you would like to add to that?

VIDEO	AUDIO
	SCHOENER:
Med CU of Schoener	Yes, and continues to discuss subject.
	.....
	.....
	ANSHEN:
Camera on Anshen	Now, let us ask Jean and Phil if they have any questions that they would like to ask about this.
	JEAN AND PHIL:
Med. CU of Jean and Phil	They introduce any questions that they may have on the subject .....
Pan from Jean to Phil and back as they talk	.....
	.....

QUESTION ROUTINE

	All the following questions should follow this pattern:
	1. Anshen reads the question
Camera could safely include Mundt and Schoener when the question is to be answered. Then when one of them begins to answer it, camera can dolly in for a close-up of that person.	2. Turns it over to Mundt first to answer
	3. If Mundt does not want to answer it, he turns it over to Schoener.
	4. After Mundt and Schoener have answered the question, Anshen will call on Jean first and then Phil second to see if answer is clear to them. Then they may ask one of the experts a question.

VIDEO	AUDIO
	5. If at any time Jean and Phil want to interupt, they may raise their hands and Anshen will then give an audio cue over his mike to say that one of them wants to interupt.

QUESTION TO PRECEDE MUSEUM COMMERCIAL TIME:

Camera on Anshen	ANSHEN: Now, here is another question. This person wants to know more about the San Francisco Museum of Art. She wants to know exactly what the Museum offers and what it does. I think that we can let Roger Wurtz answer that question. How about it Roger.

MUSEUM COMMERCIAL TIME: 1:50:00

Cut to Med. CU of Wurtz on his own set	WURTZ: Text to be written by Roger Wurtz. Not to take over two minutes
Card: Gallery Tour	
Photo: Gallery Tour	
Card: Concerts	
Photo: Concerts	
Card: Lectures	
Photo: Lectures	

VIDEO	AUDIO
Card: Painting Class	
Photo: Painting Class	
Card: Children's Class	
Photo: Children's Class	
Cut back to Wurtz and then pan over to Enlarged photo: Exterior S.F.M.A.	
Card: Museum hours	

SECOND GROUP OF QUESTIONS TIME:

Camera on Anshen	ANSHEN: Thanks Rogers, but now let's get back to our discussion of the question for today, "Where Does Art Belong In Your Life? We still have a few more questions from our audience that we would like to have answered. QUESTION NO. .... Let Ernest take this one ..... MUNDT: Answers question ....

VIDEO	AUDIO
	SCHOENER:
	Injects any comments .....
	.....
Camera on Anshen	ANSHEN:
	Jean and Phil, do you have anything more that you would like to ask .....
	JEAN AND PHIL:
	.....
	ANSHEN:
	Contimues with reading questions following the same procedures.
CLOSING	TIME:
	ANSHEN:
Camera on Anshen	Summarizes and pulls together discussion in a minute and thanks guests for appearing
Cut to full shot of panel as he thanks them	.....
	.....
	We hope that we have answered some of your questions and if you have more questions please write them to us and we will answer them at a later date in the future. We would like to use your questions as a guide to preparing future programs. So send your questions to:

VIDEO	AUDIO
Card: Museum address	MUSEUM OF ART CIVIC CENTER SAN FRANCISCO Thank you very much for having been with us today, etc.

CONCLUSION TIME

Card: Art In Your Life	KRON ANNOUNCER: Well, we hope that you have enjoyed watching the discussion of "Where Modern Art Belongs" on today's ART IN YOUR LIFE program. Our guests for today were: Ernest Mundt, Director of the California School of Fine Arts, Allon Schoener of the San Francisco Museum of Art, Jean Leslie, a purchasing agent and Phil Smith, a salesman. Our host as usual has been Mr. Robert Anshen, distinguished Bay Area architect of the firm of Anshen and Allen, with comments on the San Francisco Museum of Art's activities by Roger Wurtz. And don't forget we are anxious to hear what you think about modern art, and would like to receive more questions from you, and we will use them on future programs. So drop us a card and let us know what

VIDEO	AUDIO
Card: Museum Address	you think about modern art. The address is: MUSEUM OF ART CIVIC CENTER SAN FRANCISCO
Card: Two weeks from today	Our next program, two weeks from today at this same time, 1:30 p.m. will be:
Card: DESIGN FOR SEATING	DESIGN FOR SEATING and on it we will take a look at chairs, some old, some new, some bad, some good, and show you how chairs can be made that are good design as well as good for sitting. So don't fail to be with us then.
Card: THE SAN FRANCISCO MUSEUM OF ART	ART IN YOUR LIFE is presented by the SAN FRANCISCO MUSEUM OF ART as a public service, designed to increase the appreciation of art in the daily life of everyone. MUSIC:
Card: Producer Wurtz Oliver Sutton THE SAN FRANCISCO MUSEUM OF ART	RSLP-36-1-4